

EDF Green Roads Map: Methodology

Data presented

EDF's *Green Roads Map* was completed with assistance from CALSTART, Environmental Entrepreneurs (E2) and the Natural Resources Defense Council (NRDC). Using internal research, information from company websites, and information from project partners, EDF built a compendium of company information of approximately 300 companies and over 400 locations in California. The resulting database includes company name, full address, website, legislative information, description of the company, and business category. Using Google Earth, locations are plotted on a map depicting California counties.

Company locations are designated on the map by color category:

Color code

Blue: Energy Efficiency/Vehicles

Orange: Fuels/Infrastructure

Yellow: Education/Consulting

Green: Investment

The color differentials in each county represent the number of companies in that county (i.e. the lightest areas have the least amount of companies and the darker areas have more). The San Francisco Bay Area, Los Angeles, and San Diego have pop-outs due to the large concentration of companies in those areas.

Business categories

Businesses and organizations are subdivided into four distinct categories and datasets:

- 1. Energy Efficiency/Vehicles: Business entities whose main focus is in energy efficient vehicle components or alternative-fueled vehicles. These include, but are not limited to:**
 - *Manufacturing, production, and sales of energy efficient vehicle components, such as powertrains, batteries, and fuel conversion equipment*
 - *Manufacturing, production and sales of alternative-fueled vehicles, including hybrids, natural gas vehicles, and electric vehicles*
- 2. Fuels/Infrastructure: Business entities whose main focus is the production of alternative fuels and fuel components. These include, but are not limited to:**
 - *Biofuels, including ethanol and biodiesel from various types of feedstocks*
 - *Alternative fuel pump stations and electric vehicle charging stations*
 - *Alternative fuel feedstocks (e.g. development of algae for use in clean fuels)*

3. Education/Consulting: Business entities whose main focus is on providing education regarding clean transportation technology or consultation services to implement this type of technology. These include, but are not limited to:

- *Assistance in coordination of public and private research efforts*
- *Consultation with regards to vehicle efficiency technology design*
- *Traffic and transportation planning for improved system efficiency and reduced fuel use*

4. Investment: Business entities whose main focus is to invest in or give grants to innovative companies, including clean transportation companies.

Verification of businesses

EDF verified the information for each of the locations in the *Green Roads Map* and database. Verification was performed by pulling addresses from the company website, or, if not listed on their website or no website was available, conducting a Google search to obtain relevant information. Once an address was found, the associated phone number was contacted to confirm that the company was still in existence. If a phone number did not work, or verification could not be obtained for other reasons (e.g., the number appeared to go to a personal phone or there was no answer after repeated attempts), that company was not added to the list.

Note: While EDF has attempted to ensure the overall accuracy of information provided, EDF takes no responsibility for any inaccuracies in the business information supplied on the Green Roads Map.

Disclaimer: Please note that EDF has a standing corporate donation policy and does not accept funding from companies or organizations featured in the Green Roads Map. Furthermore, the map is in no way an official endorsement of the companies listed, or their business models and practices.